

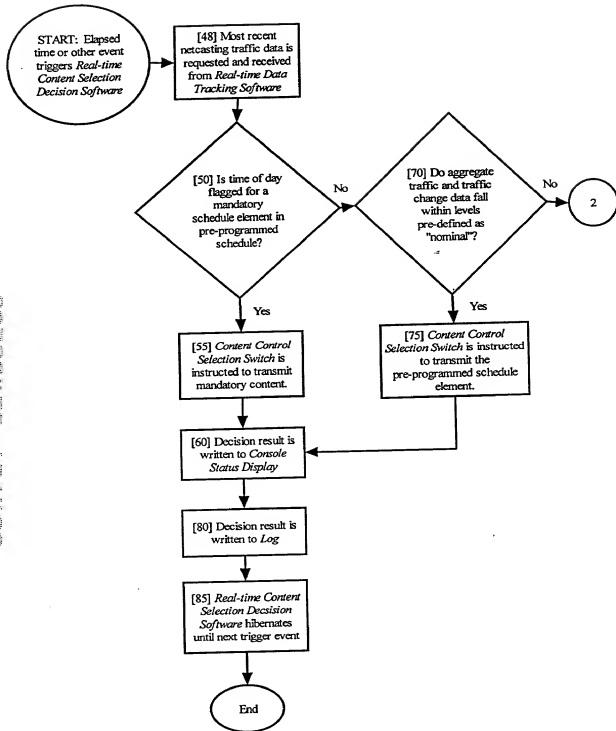
System Block Diagram

+ = decision software could involve one or more algorithms (e.g. deterministic or fuzzy logic, neural network, etc.).

= stratifications could be made on multiple grounds (e.g., advertising vs. programming content, time of day, day of week, holiday seasons, home domains of Internet listeners and/or viewers, etc.)

[^]= actual netcast feeds and those recommended by the decision software ("Rec'd") will each be logged.

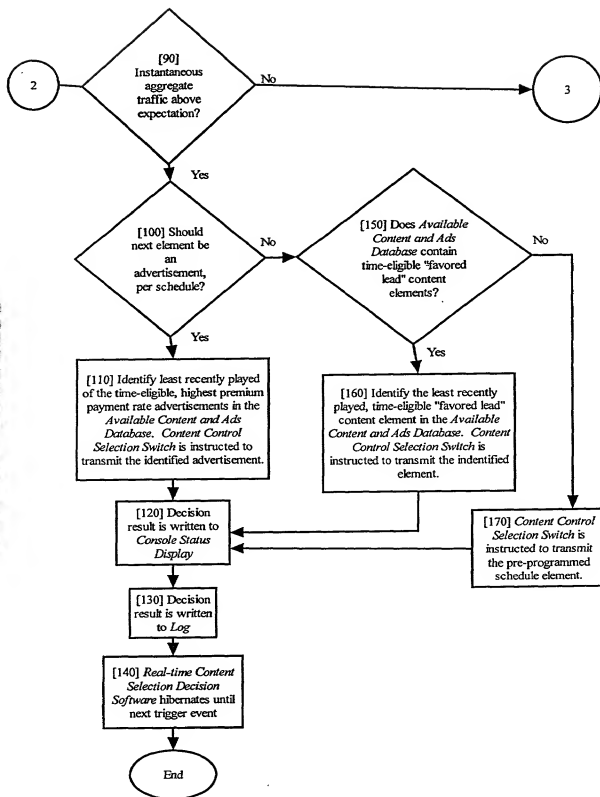
Figure 1



Flow Chart for Real-time Content Selection Decision Software, page 1 of 3.

In this context, "time-eligible" elements are those that (a) fit within the available time slot, in terms of their duration, AND (b) are appropriate to the time of day and year. For example, mature content elements may be inappropriate for times of day when children are likely to comprise a significant share of the audience, and ads for antifreeze make more sense in some months than others. The term "schedule elements" includes all content: both advertisements and program elements (music, news, and other programming).

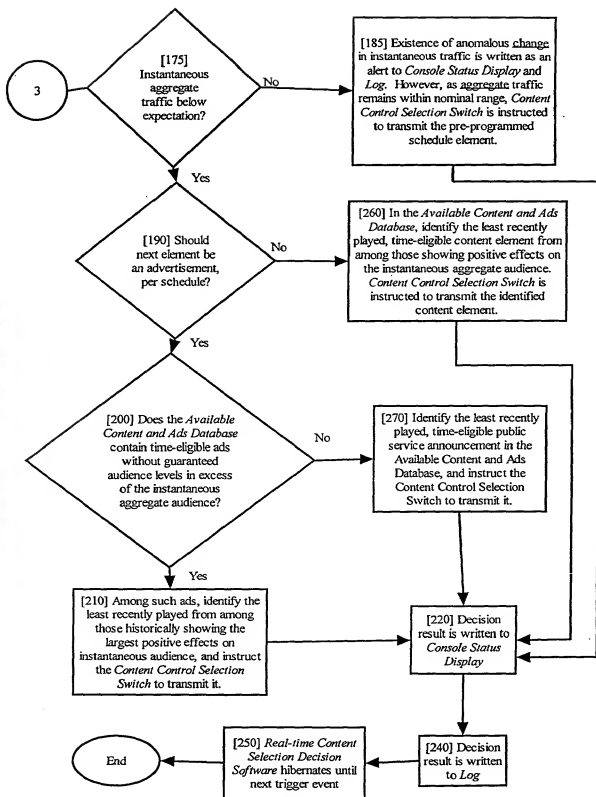
Figure 2



Flow Chart for *Real-time Content Selection Decision Software*, page 2 of 3.

Please see notes on the first page of the Flow Chart.

Figure 3



Flow Chart for Real-Time Content Selection Decision Software, page 3 of 3.

Please see notes on the first page of the Flow Chart.

Figure 4